

October 11, 2005

TO: Members of the 2005 Census Survey Oversight Subcommittee of the MAG Management Committee

FROM: George Pettit, Gilbert, Chair

SUBJECT: MEETING NOTIFICATION AND TRANSMITTAL OF TENTATIVE AGENDA

Tuesday, October 18, 2005 - 10:30 a.m.  
MAG Office, Suite 200, Saguaro Room  
302 North 1<sup>st</sup> Avenue, Phoenix

The next MAG 2005 Census Survey Oversight Subcommittee (CSOS) will be held at the time and place noted above. Members of the Census Survey Oversight Subcommittee may attend the meeting in person, by videoconference or by telephone conference call. Those attending by telephone conference call are requested to call 602-261-7510 between 10:25 a.m. and 10:30 a.m. After the prompt, please enter the meeting ID number 767822 (POPTAC) on your telephone key pad followed by the pound key. If you have a problem or require assistance, dial 0 after calling the number above. Those attending by videoconference are requested to contact Heidi Pahl by Friday October 14, 2005.

If you are driving, please park in the garage under the Compass Bank Building. Bring your ticket to the meeting and parking will be validated. For those using transit, the RPTA will provide transit tickets for your trip. For those using bicycles, please lock your bicycle in the bike rack in the garage.

Please be advised that under procedures approved by the MAG Regional Council on June 26, 1996, all MAG committees need to have a quorum in order to conduct business. A quorum is a simple majority of the membership, or 14 people for the Census Survey Oversight Subcommittee. **If you are unable to attend the meeting, please make arrangements for a proxy from your jurisdiction to represent you.**

If you have any questions, or need additional information, please contact Heidi Pahl at (602) 254-6300.

TENTATIVE AGENDA

COMMITTEE ACTION REQUESTED

1. Call to Order

## COMMITTEE ACTION REQUESTED

### 2. Call to the Audience

An opportunity will be provided to members of the public to address the MAG Census Survey Oversight Subcommittee (CSOS) on items not scheduled on the agenda that fall under the jurisdiction of MAG, or on items on the agenda for discussion but not for action. Members of the public will be requested not to exceed a three minute time period for their comments. A total of 15 minutes will be provided for the Call to the Audience agenda item, unless the Chair of the CSOS requests an exception to this limit. Please note that those wishing to comment on action agenda items will be given an opportunity at the time the item is heard.

### 3. Approval of September 20, 2005 Meeting Minutes and Reconsideration of August 16, 2005 Meeting Minutes

### 4. Timeline and Budget

With the full count of population in group quarters and outdoor locations complete and the mail questionnaire returns nearing completion, census enumerators are focusing on follow-up activities. The Census Bureau began telephone follow-up October 6 and will continue to November 6. Personal visit follow-up began in September and should be completed by the beginning of December, 2005. Survey results will be received in spring 2006.

Al Tupek, Acting Associate Director for Demographic Programs at the U.S. Census Bureau, is videoconferencing to the October 12<sup>th</sup> MAG Management Committee meeting to discuss the costs for the 2005 Census Survey. An update on the budget for this project will be provided.

### 2. Information.

### 3. Review and approve September 20, 2005 meeting minutes and reconsider August 16, 2005 meeting minutes.

### 4. Information and discussion.

5. Undeliverable As Addressed (UAA) Analysis

MAG staff is meeting with census staff twice a week to discuss progress to date and address any issues that may arise. Recently, MAG was informed of a possible Census Survey cost increase. In an effort to keep costs down, the Census Bureau will be sub-sampling the approximately 16,000 UAAs. This does not jeopardize the integrity of the sample. UAAs are questionnaires that have been returned because the unit was vacant, not a correct address, or had no mail receptacle. An update will be provided.

6. Progress Reports

The Census Bureau is tracking return rates of the 2005 Census Survey mail questionnaire. Weekly progress reports by census tract for each jurisdiction are provided to CSOS with a copy to Population Technical Advisory Committee members and Census Survey Outreach Group members. The Census Bureau will also be providing progress reports for telephone and personal visit follow-up. An update will be given.

7. Subcommittees

The City of Phoenix formed five subcommittees to target publicity of the census to specific audiences. The five subcommittees are: Media, Business, Minority Outreach, Neighborhoods/Schools, and Communities of Faith. An update on the efforts of these subcommittees will be provided.

8. Census Outreach

MAG has formed a Census Survey Outreach Group to complement the Phoenix subcommittees in publicizing the census effort. The purpose of the Census Survey Outreach Group is to facilitate the publicity and promotion of the census in order to

5. Information and discussion.

6. Information and discussion.

7. Information and discussion.

8. For information and discussion.

ensure a successful count both regionally and in individual communities. Members are the Public Information Officer (PIO) or a representative who serves as the PIO from each member agency participating in the survey. An update will be provided on the media coverage, member agency outreach activities and the follow-up media campaign.

9. Meeting Schedule

CSOS meetings are held every month. The next meeting of the CSOS is scheduled for 10:30 a.m. on Tuesday November 15, 2005 in the MAG Saguaro room. The last meeting of 2005 is scheduled for:

December 20, 2005

9. Information.

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
CENSUS SURVEY OVERSIGHT SUBCOMMITTEE

August 16, 2005  
MAG Office  
302 North First Avenue  
Phoenix, Arizona

MEMBERS ATTENDING

George Pettit, Gilbert, Chair  
\*\*Pier Simeri for David Fitzhugh, Avondale  
Brian Rose, Buckeye  
Gary Neiss, Carefree  
Ian Cordwell for Usama Abujbarah, Cave Creek  
\*\*Marian Norris Stanley, Chandler  
Mark Smith for Joanne Garrett, El Mirage  
\*\*Ken Valverde for Kate Zanon, Fountain Hills  
✓ Paula Loper for Beverly Turner, Gila Bend  
\*Tina Notah-Enas, Gila River Indian Community  
Miryam Gutier-Brown, Glendale  
\*Jerene Watson, Goodyear  
\*\*Gary Smith, Guadalupe  
Sonny Culbreth, Litchfield Park

Christian Stumpf for Richard Bohan, Maricopa County  
Ellen Pence, Mesa  
\*Duncan Miller, Paradise Valley  
Prisila Ferreira, Peoria  
Norris Nordvold, Phoenix  
Shawny Ekadis, Queen Creek  
\*Bryan Meyer, Salt River Pima-Maricopa Indian Community  
Peggy Carpenter, Scottsdale  
Sintra Hoffman, Surprise  
\*\*Amber Wakeman, Tempe  
\*\*Chris Hagen, Tolleson  
\*Matthew Moric for Gerald Stricklin, Wickenburg  
Mark Fooks, Youngtown

\*Members neither present nor represented by proxy.

OTHERS PRESENT

\*\*Dawn Nelson, Census Bureau  
Jay Occhiogrosso, Census Bureau  
Joe Hughes, Gilbert  
Ayanna Rutherford, MAG  
Heidi Pahl, MAG  
Harry Wolfe, MAG  
Kelly Taft, MAG  
Jason Stephens, MAG  
Tom Remes, MAG

Carlos Jurado, MAG  
Craig Chenery, MAG  
Rita Walton, MAG  
Karen Flores, Peoria  
Loretta Endres, Phoenix  
Danielle Leoni, Phoenix  
David Ramirez, Phoenix  
DeeAnne Thomas, Queen Creek  
Phil Garthright, TKC

\*\*Participated via telephone conference call.

✓ Participated via video conference call.

1. Call to Order

The meeting was called to order at 10:30 a.m. by Chairman George Pettit. Proxy Paula Loper attended via videoconference and proxies Pier Simeri, Ken Valverde and voting members Marian Norris-Stanley, Gary Smith, Amber Wakeman and Chris Hagen attended via audio conference. All members introduced themselves.

2. Call to the Audience

No comments were made by the audience.

3. Approval of July 19, 2005 Meeting Minutes

It was moved by Mark Fooks seconded by Norris Nordvold and unanimously recommended to approve the July 19, 2005 meeting minutes.

4. Subcommittees

Norris Nordvold provided an update on the five Phoenix census subcommittees: Media, Business, Minority Outreach, Neighborhoods/Schools, and Communities of Faith.

Norris Nordvold said that the Minority Outreach subcommittee is working on the Univision 33 “On Your Side” telethon. They are also holding a luncheon for non-profit organizations Monday August 22, 2005 at the Burton Barr library.

Norris Nordvold said that through the Business subcommittee, APS, SRP, Southwest Gas and the city of Phoenix water department are going to put 2005 Census Survey inserts in their utility bills and newsletters August and September 2005.

Norris Nordvold said that the Communities of Faith subcommittee is holding a breakfast Tuesday August 23, 2005 at the Burton Barr library for all faith based organizations in the valley.

Norris Nordvold said the Neighborhood and Schools subcommittee has an active program where they are attending all the back to school meetings to give census information to teachers and administrators.

David Ramirez explained the census efforts of the Media subcommittee. Mr. Ramirez said there is a focus on the mono-lingual Spanish campaign. He thanked the members of the Media subcommittee for providing in-kind contributions for the media buys. He mentioned that the media buys will benefit all agencies in the region.

## 5. Census Outreach

Kelly Taft provided an update on census outreach activities for the 2005 Census Survey. She described the Census media launch event held on August 9, 2005 and other promotional efforts. She mentioned that tapes of the Public Service Announcements (PSAs) produced by the City of Phoenix were distributed to the media at the media launch event. She distributed a full list of all the people participating in the PSAs. The tape of some of the PSAs was shown and a 15 second PSA from Channel 12 was shown. Kelly Taft mentioned that these PSAs will also be part of the television advertising media buy that Norris Nordvold will discuss.

Kelly Taft distributed news clips of coverage received since the July CSOS meeting.

Kelly Taft noted that MAG has continued to refine the Census Web site. MAG has added several sections to the Census website including links to each of the member agencies individual census Web sites. A “Kids Corner” has been added as well as teacher information. The Census Information Handbook, which includes information about confidentiality and other key talking points, has been added to the Web site for downloading and printing. She noted that faith based materials such as the letters for church newsletters or bulletins have also been posted to the MAG 2005 Census Web site.

Kelly Taft provided information on member agency census outreach activities based on information shared at the August Census Survey Outreach Group meeting.

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### City of Phoenix

- Street banners to place across local streets
- Water bill notice to 400,000 residents
- Bookmarks in all the libraries
- Census logo on 250 garbage trucks
- Brochures and placards in Phoenix buses
- Provided materials for bulletins to faith-based communities
- School districts received census bags with promotional items for the school faculty
- Completed production of PSAs
- Working on six hour telethon with Univision

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### City of Glendale

- Signs on 18 garbage trucks
- Placed stories in a citizens newsletter
- Parks and Recreation newsletter
- Pencils are available at the libraries. If someone checks out a book, they receive a pencil.

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### City of Chandler

- Sent 200 letters to faith based communities and Homeowner Associations.
- Census fans have been distributed at the libraries, community centers, Salvation Army, and YMCA's. When the fans were dropped off, brochures were left as well.
- Have placed Ads in the San Tan news
- TV Program CitiScope segment starts this week.

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#### City of Mesa

- Placed stories in newsletters
- 43,000 fliers have been given to public schools, senior centers, meals on wheels, etc.
- Produced Mesa-specific PSAs for Channel 11 and Mesa Public Schools

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#### City of Youngtown

- Magnetic signs placed on all City vehicles.
- Ads have been placed in independent newspapers
- Passed out Bookmarks
- Brochures at Town Hall and various community places.

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#### City of El Mirage

- Focusing on their faith based communities and home owner associations (HOA)'s.

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#### City of Peoria

- Distributed 50,000 water bill inserts
- Sent stories to HOA community newsletters
- Partnered with Chamber of Commerce
- Put information in their Visitor information center and numerous other locations within the City
- Channel 11 is working on announcements
- Provided a Community Center and 29 schools with bookmarks. Have been working closely with the school districts and they will put an announcement on their Channel 99 and have handouts at the school and on the school calendars.
- Before and after school care facilities (known as the am/pm program) have bookmarks and brochures.
- Published information in their Employee newsletter
- Working to establish contact with the faith-based communities.

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#### City of Avondale

- Produced street light banners
- Have announcements on their cable channel
- Fliers
- Electronic version of letters sent to HOA's.
- Faith based mailings
- Newspapers
- Vehicle magnets

Kelly Taft mentioned that MAG requested the art files of the street light banners and the vehicle magnets.

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#### City of Tolleson

- Brochures are at the library
- Newsletters



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#### City of Tempe

- Mailing in water bill, to approximately 43,000 residents
- Created a Tempe-specific brochure
- Created 10,000 bookmarks, will create 10,000 more.
- Working with schools to put a blurb in their newsletters.
- Logo is on 12 garbage trucks
- ASU email blast out to all of the students and faculty the first week of school
- Sent letter to 350 HOA chairs

Kelly Taft said the City of Phoenix Media Subcommittee has developed many components of a regionwide media campaign. Phoenix Census Consultant Norris Nordvold discussed their efforts to date, how the census outreach benefits all areas of the Valley and he appealed to member agencies to help share in the census outreach costs. Norris Nordvold distributed a memo, a table identifying the print, radio and TV media buy costs and a draft table on possible allocation of media costs using the same percentage share as the estimated survey cost.

George Pettit thanked city of Phoenix for all their hard work on the regionwide media campaign, stating the CSOS appreciates their efforts. Mr. Pettit asked that CSOS members take the information back to their agency for discussion and understanding of distribution of costs across the region. Miryam Gutier-Brown thanked Phoenix for creating the templates that Glendale has used and said that Glendale has no problem paying their share of the regionwide media costs. Norris Nordvold mentioned that Federal Highway Administration (FHWA) may be able to cost share. George Pettit said members should plan for worst case scenario. Prisila Ferreira thanked Phoenix for their regionwide media efforts that all cities will ultimately benefit from and suggested that a subcommittee of the CSOS could be formed to discuss the cost allocation of funds for the regionwide media campaign. Mark Fooks asked which column on the spreadsheet should be used to calculate an agencies share of the cost. George Pettit said use worst case scenario, therefore the \$300,000 column. Paula Loper asked if the handouts could be made available to those attending via audio and video conference. George Pettit stated that Heidi Pahl would e-mail the handouts to everyone after the meeting.

#### 6. Group Quarters and Outdoor Locations

Heidi Pahl said that a letter to representatives of group quarters requesting their cooperation during the enumeration has been prepared and is included as Attachment One. She mentioned that the full count of population living in group quarters is scheduled to take place September 15-30, 2005. She noted that Census Bureau personnel contacted all group quarters to confirm their contact information and provide an explanation of the 2005 Census Survey. She said the universe of group quarters was prepared from the lists of group quarters provided by the member agencies and the Census Bureau's most recent list of group quarters.

Heidi Pahl said the count of population residing in outdoor locations is scheduled to take place from midnight to 6 a.m. September 8, 2005. She noted that a list of gatekeepers needs to be assembled to assist with access to the outdoor locations and cooperation from those being counted. This list needs to be submitted to the Census Bureau by August 31<sup>st</sup>. She mentioned that Census Bureau personnel have made advance visits to all outdoor location sites to gather information.

7. Technical Update

In preparation for the 2005 Census Survey, a number of technical tasks need to be completed by MAG and the member agencies. Harry Wolfe provided due dates for providing new annexations, new construction, and access-restricted community contact information.

Jay Occhiogrosso said that from the member agencies recruitment efforts the Census Bureau has a very good pool of applicants for the outdoor location enumeration and non-response follow-up activities. He mentioned that the Census Bureau is still taking applications and the same recruitment phone number applies. Peggy Carpenter asked if the August 12, 2005 deadline for advertising census jobs was still in effect. Jay Occhiogrosso said that there was no deadline for recruitment of census workers for the 2005 Census Survey and said that it would be good to keep recruitment fliers posted.

Heidi Pahl remarked that the Census Bureau has agreed to provide response rates to the mailout of the survey to the member agencies at the census tract level. She said that this could benefit member agencies as they would be able to focus their marketing efforts on areas that have a low response rate to the survey mailing. Dawn Nelson clarified that the response rates are merely for the number of questionnaires returned, it will not reflect if follow-up is needed. Marian Norris-Stanley asked who would be getting the weekly progress reports on response rates to the mailout of the 2005 Census Survey. Heidi Pahl responded that CSOS members would receive that information and that she would also send it to Population Technical Advisory Committee members.

Ellen Pence asked if the Census Bureau would like the cities to notify the police and fire departments of the outdoor location count. Jay Occhiogrosso said that it would be fine to make them aware of the outdoor location count but that they are not able to participate in the full count. Ellen Pence asked how census workers would be identified. Jay Occhiogrosso replied by a placard in their car and a badge that they wear around their neck.

8. Timeline and Budget

Heidi Pahl explained that an updated timeline is included as Attachment Two in the agenda packet. She reviewed the dates for the outstanding tasks. Ms. Pahl noted that the budget for the project is an estimated 7.5 million dollars with 5.862 million paid to the Census Bureau in federal funds, Census Bureau cumulative expenditures about \$2 million and approximately \$326 thousand expended in July, 2005. She noted that there are two more payments to make to the Census Bureau. She thanked all member agencies for submitting payment in a timely manner.

11. Meeting Schedule

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George Pettit confirmed that the next Census Survey Oversight Subcommittee meeting will be held on Tuesday, September 20, 2005 at 10:30 a.m. in the MAG Saguaro room.

The meeting was adjourned at 11:25 a.m.

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
CENSUS SURVEY OVERSIGHT SUBCOMMITTEE

September 20, 2005  
MAG Office  
302 North First Avenue  
Phoenix, Arizona

MEMBERS ATTENDING

George Pettit, Gilbert, Chair  
Pier Simeri for David Fitzhugh, Avondale  
Brian Rose, Buckeye  
\*\*Gary Neiss, Carefree  
Ian Cordwell for Usama Abujbarah, Cave Creek  
\*\*Dave Bigos for Marian Norris Stanley,  
Chandler  
Joanne Garrett, El Mirage  
\*Kate Zanon, Fountain Hills  
\*Beverly Turner, Gila Bend  
\*Tina Notah-Enas, Gila River Indian Community  
\*Miryam Gutier-Brown, Glendale  
\*\*Jerene Watson, Goodyear  
\*\*Gary Smith, Guadalupe  
Sonny Culbreth, Litchfield Park

Richard Bohan, Maricopa County  
\*\*Ellen Pence, Mesa  
Duncan Miller, Paradise Valley  
Prisila Ferreira, Peoria  
David Ramirez for Norris Nordvold, Phoenix  
Shawny Ekadis, Queen Creek  
\*Bryan Meyer, Salt River Pima-Maricopa Indian  
Community  
Peggy Carpenter, Scottsdale  
Stephanie Wilson for Sintra Hoffman, Surprise  
\*\*Amber Wakeman, Tempe  
\*Chris Hagen, Tolleson  
\*\*Matthew Moric, Wickenburg  
\*Mark Fooks, Youngtown

\*Members neither present nor represented by proxy.

OTHERS PRESENT

\*\*Dawn Nelson, Census Bureau  
\*\*Richard Ning, Census Bureau  
Jay Occhiogrosso, Census Bureau  
Heidi Pahl, MAG  
Harry Wolfe, MAG  
Kelly Taft, MAG

Jason Stephens, MAG  
Tom Remes, MAG  
Carlos Jurado, MAG  
Craig Chenery, MAG  
Karen Flores, Peoria  
Loretta Endres, Phoenix

\*\*Participated via telephone conference call.

✓ Participated via videoconference.

1. Call to Order

The meeting was called to order at 10:35 a.m. by Chairman George Pettit. Voting members, Ellen Pence, Matthew Moric, Jerene Watson, Gary Smith, Amber Wakeman and proxy David Bigos attended via audio conference. All members introduced themselves.

2. Call to the Audience

No comments were made by the audience.

3. Approval of August 16, 2005 Meeting Minutes

It was moved by Sonny Culbreth seconded by Peggy Carpenter and unanimously recommended to approve the August 16, 2005 meeting minutes.

4. Subcommittees

David Ramirez stated that the city of Phoenix attended the Gran Mercado and Fiesta de Patrias September 10-11 to promote the 2005 Census Survey. The Census Survey Oversight Subcommittee (CSOS) viewed two new public service announcements taped by Phoenix Channel 11. Mr. Ramirez said the Minority Outreach subcommittee members have printed information in the African American Informant, Asian newspapers and numerous hispanic publications including Prensa Hispana and La Voz. Mr. Ramirez distributed newspaper articles from these publications. He thanked Radio Campasina, Mr. Barry Wong and all members of the media that have helped promote the 2005 census effort.

Loretta Endres said that the Communities of Faith subcommittee held a breakfast Tuesday August 23, 2005 at the Burton Barr library for all faith based organizations in the valley. Ms. Endres said that valley faith based leaders were given inserts to place into their bulletins and weekly announcements to read to the congregation.

Loretta Endres said Phoenix has partnered with neighborhood associations to provide census information to residents. She said that since the last CSOS meeting, Phoenix staff have made presentations to neighborhood associations and schools to provide information to teachers and students in target areas.

Loretta Endres mentioned that through the efforts of the Business subcommittee, APS, SRP, Southwest Gas, Cox cable and the Greater Phoenix Chamber of Commerce have mailed 2005 Census Survey inserts with their billings.

Ms. Endres noted that Phoenix has also been active at several regional events including, two different games at Bank One Ballpark from the Community Corner, India Independence Celebration in Mesa, Pakistani Independence Day Celebration, Vietnamese Moon Festival, Chinese Events, Thai Festival,

Valle del Sol Profiles of Success and the National Hispanic Women's Conference. She said that Phoenix will be passing out census information at the big GAIN events in October.

## 5. Census Outreach

Kelly Taft provided an update on census outreach activities for the 2005 Census Survey. She mentioned that it has been a very busy month for the Census Survey Outreach Group, and the momentum continues as all member agencies try to increase response rates to the questionnaire across the Valley.

Kelly Taft said that U.S. Census Bureau Director Charles Kincannon was in Phoenix Arizona to address the Arizona Newspaper Association's annual convention, and he wanted to use the opportunity to receive feedback from city leaders on the Census Survey process and to publicly reiterate the importance of the Census Survey to Valley communities.

Kelly Taft said that MAG held a press conference with participation from the director of the Census Bureau and from elected officials representing Chandler, El Mirage, Goodyear, Litchfield Park, Mesa, and Tempe. She said the event received coverage from the Arizona Republic as well as from Channel 8, and the story aired on Horizon September 19, 2005. During his address Kincannon pointed out that between 2003 and 2004, Maricopa County had the largest population gain of any county in the country, adding more than 112,000 new residents. He told reporters this mid-decade census is very important to the region to accurately account for that growth, which otherwise wouldn't have been captured until the next decennial census in 2010.

Kelly Taft explained that the Census Survey Outreach Group met last week to discuss additional ideas for promoting the census as member agencies prepare to reach residents who will soon be getting their second questionnaire packet in the mail.

Kelly Taft provided highlights of some of the things Valley communities are doing to promote the 2005 Census Survey, including:

- Frequently running census public service announcements (PSAs).
- Distributing information at special events across the Valley.
- Purchasing ads in the East Valley Tribune and community papers.
- Distributing tens of thousands of fliers to schoolchildren, teachers, administrators and homeowners associations.
- Printing doorhangers to distribute in census tracts where response rates are low.
- Working with faith-based communities to get the word out to congregations.
- Hanging street banners on light posts and across streets.

Kelly Taft provided some tips for getting media coverage about the 2005 Census Survey, including:

- Be tenacious – you know your communities best, how to reach people, what events are happening. Don't give up and be relentless in getting out the message.
- Figure out what major events might be happening in the next few weeks and try to piggyback off of them.

- Ask your elected officials or other respected community leaders to write editorials and submit them to community newspapers.
- Use the response reports generated by the Census Bureau to target low-response areas. Plan a strategy to reach individuals in those areas based on the type of neighborhood and where the hot gathering spots are.
- Use firefighters/police to help spread the word.
- Work with neighborhood groups and homeowner associations to reach those communities.
- Census Survey Oversight Subcommittee (CSOS) members dye hair green for a day to show that cities are losing greenbacks if you don't fill it out.

Kelly Taft distributed news clips of media coverage received since the August CSOS meeting.

## 6. Progress Reports

Heidi Pahl stated that the Census Bureau is tracking return rates of the 2005 Census Survey mail questionnaire. She said that the first progress report, showing progress up to Sept. 13<sup>th</sup>, by jurisdiction, was provided to CSOS with a copy to Population Technical Advisory Committee members and Census Survey Outreach Group members. She noted that progress reports with maps will be e-mailed on a weekly basis. She explained that the maps show return rates, excluding undeliverable as addressed questionnaires, by census tract to enable member agencies to focus publicity efforts on tracts with a low return rate. Dawn Nelson explained that 37,925 questionnaires have been returned which is 34% of all questionnaires that were mailed out that were returned by the respondent. She said that it is difficult to compare the American Community Survey to the 2005 Census Survey, but did say that the 2005 Census Survey return rate is better than the ACS return rate. She mentioned that she does not have data on return rates of the 2000 census questionnaire. Ms. Nelson explained that undeliverable as addressed (UAA) means the Census Bureau mailed a survey to an address and the post office returned the mailed survey to the Census Bureau stating it was UAA. Heidi Pahl distributed a handout showing the vacancy rate from census 2000, effective vacancy rate for July 2004, percent of 2005 Census Surveys returned as UAA and September 16 return rate by jurisdiction. She noted that the vacancy rates tend to match the percent UAA. She encouraged member agencies to continue to publicize the 2005 Census Survey and reminded them that the progress is good for this timeframe.

Ellen Pence said that Mesa is focusing their publicity efforts on low return rate census tracts by asking neighborhood leaders and block watch captains to get the word out.

Prisila Ferreira asked if there is a way to show a column on the spreadsheet that explains the UAAs. Dawn Nelson said that for Peoria, there were 384 UAA of which 350 were vacant.

## 7. Group Quarters and Outdoor Locations

Jay Occhiogrosso said they are 50% complete with the full count of population in group quarters. Jay Occhiogrosso said that the universe of group quarters was prepared from the lists of group quarters provided by the member agencies and the Census Bureau's most recent list of group quarters.

Jay Occhiogrosso said the count of population residing in outdoor locations took place from midnight to approximately 6 a.m. September 8, 2005. He said that over 200 people worked on the outdoor location count and there were no instances of people not feeling secure. He noted that all results have been sent to Census Bureau headquarters for processing. He added that the full count of population in outdoor locations will be combined with the full count of population in group quarters.

George Pettit asked if the Local Census Office is still recruiting census workers. Jay Occhiogrosso replied that training for the hired enumerators will be October 3-5 and things are going very well. He mentioned that recruitment continues.

8. Technical Update

In preparation for the 2005 Census Survey, a number of technical tasks need to be completed by MAG and the member agencies. Harry Wolfe described the efforts to provide new annexations, new construction and access-restricted community data to the Census Bureau. He stated that for the cities who supplied recent annexations, MAG compiled a list of housing units in the newly annexed areas and forwarded that information to the Census Bureau. Mr. Wolfe noted that for new construction, MAG staff provided addresses for all housing units from 1990 to present that were not included on the city address lists. In addition, each jurisdiction that provided an address list also provided new construction from July 1-September 1 that was forwarded to the Census Bureau. Each jurisdiction that was address canvassed provided new construction from June 1-September 1 that was forwarded to the Census Bureau. Harry Wolfe said that MAG sent the Census Bureau a list of access-restricted communities with an address, contact person and phone number. He noted that one jurisdiction is still working on providing that information to MAG.

9. Timeline and Budget

Heidi Pahl explained that an updated timeline is included as Attachment One in the agenda packet. She said that the second questionnaire package will be mailed to non-respondents September 22, 2005. Ms. Pahl noted that the budget for the project is an estimated 7.5 million dollars with 5.962 million paid to the Census Bureau in federal funds and cumulative expenditures about \$2.4 million. She noted that there are two more payments to make to the Census Bureau, one in October and one at the end of the project.

10. Meeting Schedule

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George Pettit confirmed that the next Census Survey Oversight Subcommittee meeting will be held on Tuesday, October 18, 2005 at 10:30 a.m. in the MAG Saguaro room.

The meeting was adjourned at 11:25 a.m.